THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

VOL. III, NO. 3 Boyes Hot Springs, Calif. Friday, July 19, 1957

By Mail: $1.29 per year. Pickup, free.

Lions Pancake Breakfast (a honey) ripe!

IN THE VALLEY OF THE MOON

No weather story this issue; it's been a little on the hot side, but with some rather glorious days—and nights.

So let's tell you about the Lions club chuck wagon pancake breakfast, set for Saturday at the Woodleaf parking lot. Serving is from 7 a.m. till noon, the cost is $1, and you can have all you can eat—juice, pancakes, bacon and eggs, sausage, coffee. If you want second helpings, just tell the Lions who will be on the job.

Woodleaf is furnishing most of the ingredients, and the club's take is almost pure profit, to be used in various civic projects continually under way with the Lions. Bring the whole family.

Too many people forget that the best place to work to beat hell is in church. VALLEY WATCH REPAIR, Boyes. Guaranteed.

Probably next in importance is the opening of the county fair in Santa Rosa—from today till July 28. Horse racing with pari mutuel betting is on tap every day but Sunday. All the usual attractions of a fair will be on hand, along with many extra added attractions this year. Many of the exhibits will originate in the Valley, including livestock, culinary displays, needlework, and floriculture. Better go a day or two.

LIONS PANCAKE BREAKFAST — Saturday, Woodleaf parking lot. All you can eat for $1. Cakes, bacon and eggs, sausage. 7 a.m. till noon. Proceeds for local civic projects.

Had our first steam beer in the Valley the other day—got it at Al and Fay's Four Corners cafe. It's slightly reminiscent of home

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. $1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

brew in that there is no "charging," it's on draft, and comes out nice and cold and just about all right in every way. It's the only steam beer north of San Francisco. The cafe also makes a specialty of pizzas, a half dozen or more kinds, along with a wide variety of domestic and imported beers and wines.

PIZZA. STEAM BEER. Eat and drink here, or take home. 10 varieties of pizza. AL & FAY'S 4 CORNERS CAFE, Lower Broadway

Don't be surprised to learn that Mel Larson will be running for supervisor come next spring. The post is now held, by appointment of the governor, by S. Carson Mitchell of Schellville. Mel looks like a coming important figure in Valley and county politics. Keep an eye on him.

JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

Anyway, we cigar smokers don't have a thing to fear with lung cancer. Cigar tobacco burns at a low burning point, the users seldom if ever inhale, and so are relatively safe . Same for pipe smokers. But the cigaret users—'stoo bad. If you're old enough you can remember when cigarets were called "coffin nails"—and maybe they had something.

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

Several local streets have been given final coats of blacktop, and are in excellent shape. Second and Sixth avenues were the latest to b improved.

BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs.

Been up to Rustic Inn lately? Nothing new in the way of improvements, but it's always a friendly place, and as it's one of the few remaining taverns of authentic historical atmosphere, it should be a must as a place to visit when your out-of-town guests drop in. While up in Glen Ellen, you might also visit the Town House (soon to be known as Chef Cardini's restaurant), and also Londonside, that rollicking tavern first started by Bill Flynn.

BOYES SPRINGS BATH HOUSE. The Valley's super attraction. Cool and hot mineral pools. Alluring casino. Restaurants. Bars.

Bud Hudson and Bill Madden have completed their new golf driving range on Arnold drive near Craig, so you non-golfers can get in a little preparation for the days when you're out on a big course, and real golfers can brush up on their driving technique. There's not another such range within miles of the Valley—and all over the nation they're having a distinct rush of business. Drop over sometime soon.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

A little accident Sunday near the Food Center. A motorist backed out and struck a car nearby which he just didn't see. No one hurt and little damage done. But the highway patrol was right on the job, there within a few minutes, and that kind of alert law enforcement is something we should have a lot more of! (And skip any remark about our ending that sentence with a preposition.)

PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot.

Stein club had another of its frequent outdoor barbecues last Sunday at Our Resort in El Verano. Wonderful eating, out under the shady trees, and with a most congenial crowd around. Betcha they'd enroll you as a member.

BAKER'S DRIVE-IN, Boyes. On the hiway. Chicken you'll love. Hamburgers. Crab Louie. Short orders. Finest Coffee ever.

Somebody chided us the other day about our including a few gardening items in Moonbeams, inasmuch as we're not too hot as a gardener ourselves. Explanation: Sometimes we've got to use some "filler" material, and we've got a good source of supply on garden stuff, so why not pass on such information that looks worthwhile?

YELL'S ACRES NURSERY, Glen Ellen. Specializing in dahlias and fuchsias. Make your selections while they're blooming.

There was traffic aplenty last Sunday in the Valley, with large crowds stopping over for a visit to the bath house, to Paul's, in fact to every place which has a swimming pool. Also at taverns, hotels and eating places. Have been told that business with the resorts this summer is good—and getting better.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

At a local service club: "Just about the time I feel important enough to take two hours for lunch the doc limits me to a glass of milk."

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Caught up with our current reading, we've been rereading a number of old books we've had around the house for years. Latest is "Showboat" by Edna Ferber. On a blank page is a date (when we must have bought it)—Oct. 15, 1928. Wish they'd have a revival of the play—in a movie house or on television. It was one of the mostest.

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

And now even some radio stations are using singing commercials to advertise their goodness. And they know, or should know, how we hate that type of promotion. Which goes for a lot of other people we know.

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

While the shape has changed in recent years, we're just about the same actual weight as when we arrived in California 13 years ago —213 pounds. Would like to be a sleek 200, but don't figure on getting started till about Labor day. Then we really start laboring!

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

The poor little lemons we get—now that the weather is usually on the hot side. Down in the Southland they're said to always send their good big lemons to outside markets, keeping the culls for home use. But we don't believe they'd even bother to pick lemons the size we're now getting.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

LEE'S CHUCK WAGON (formerly Fireside), this side of Sonoma. Splendid cuisine, cocktails, classy atmospher. Bring your guests.

Sometime when you have a few minutes during which to study the human race, look over the patrons at the general delivery window at the Boyes postoffice.

In the aggregate they're a pretty good bunch of people. But every once in a while comes the exception, and he (or she) gives the postoffice staff a bad time, making undue and inconsiderate demands.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

We're a great lover of hot dogs, but only the real ones, with the skins on. They're getting harder to find right along, but Jim's at the Food Center has them still. If the dog doesn't crackle when you bite into it, it's not really a hot dog.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.
SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

For the price of a few posts and a few loads of dirt, Boyes could have its own little roadside stopever within a week. George Trueman, the watchmaker, owns land along that little creekbed adjacent to his business place, and is willing to donate it to public use. There's space enough for a few tables and benches, it's shady, and would make a fine place for many of the older folks to sit a while, visit, or just dream. Let's have some action.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.
MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

Research indicates that the Joneses are now having trouble keeping up with themselves.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.
SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

OHIO COLUMNIST REPORTS ON HIS GARDEN

(His name is Del Boder and he wrties for the Linden (Ohio) News.)

Few people can equal our gardening records of former years.

F'rinstance the year we planted a peck of seed potatoes. Fondly we watched the plants rise slowly from the ground, then fertilized 'em, dusted 'em, sprayed 'em, and kept pinching the little "suckers."

By mid-summer our potato plants were all of 10 or 12 inches high. As we hoed around each hill, we dreamed of big sacks of potatoes and wondered if the little storage room in the basement was big enough to hold all of them.

Finally it came harvest time. From our friends and neighbors we collected five or six burlap sacks and a dozen assorted baskets, lavishly promising to share our bumper crop.

Eagerly we dug into the first hill, rooted around, and came up with four tiny potatoes about half the size of the seed potatoes we had planted!

The next hill had two, the next none. The digging done, we sadly viewed our yield: a half peck of sub-midget potatoes, just half what we planted!

Now, we ask you, how many gardeners can grow a crop in reverse like that?

Another year, when Ohio Gold sweet corn was just new, we got

some of the precious seeds and planted a row in our back yard. They were "knee high by the Fourth of July" all right, if you meant knee high to a fly. Eventually, one or two stalks soared up to shoulder height.

There was little triumph in our corn harvest. With undue optimism, we had water boiling when we sallied forth to pick our first the husks: cobs about 3 or 4 inches long, each with a dozen or so kernels trying in vain to get a row started.

Rather than throw away the hot water, we drove out into the country and bought a dozen ears at a farmer's stand. They were real good.

One spring we dreamed of robust, red, juicy tomatoes. So we went to a greenhouse and bought a dozen of the biggest, most expensive plants. With such a head start, we were sure we'd have tomatoes long ahead of our neighbors.

Never were we more wrong. Our crop turned out to be a couple dozen sickly, withered, worm-bitten things we would gladly have traded for one robust, red, juicy tomato.

And radishes! Anyone will tell you that anybody can grow radishes. Nothin gto it. Just put 'em in the ground and wait.

We did, and we waited, and waited, and waited. The tops came up all right and we faithfully hoed and weeded. From time to time we'd pull one up but all it had were some hair-like roots. They smelled like radishes, but there was no further similarity.

By now you can see why we've never planted any more potatoes, or corn, or tomatoes, or radishes. Nor any of the other vegetables that stubbornly refused to grow for us.

Now when we see a seed catalog, we look at our ungreen thumb, then put it to our nose and fan out our fingers. That's how far we've gone this year with our gardening. Vegetables are usually cheap in season, and we're happy to let the green-thumbed folks raise 'em.

(And your Moonbeams editor has had just about the same type of experience, not only this year, but every year since we've lived in California.)

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Seems to be a peculiar California institution, for we've never seen it anywhere else: This tieup of traffic when roads are being built or repaired. And those little convoys which stop and go when the construction covers a sizeable distance.

Other places do one side at a time, or else provide suitable detours.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

So we read the state republican organization is lining up for Knowland for guv. and Nixon for pres. The state republican organization can go to blazes. Moonbeams refuses to be led around by the nose. We'll be for Knowland.

PAUL'S OLD RANCHERO, Verano. Weekend dancing, Italian meals featured. Cocktails. Paul at the organ. Banquets welcome.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

Speaking of highway construction: If you're going to Santa Rosa, better take the Montgomery Village route, because highway 12 is badly cluttered up inside the city limits.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

Yep, we're going to have a Jack London state park. Governor Goody has signed the enabling bill. But don't let the Sonoma chamber of commerce get away with claims that it put through the new park. It did have a small share in it. Moonbeams editor over an 11 year period kept the issue alive when it was almost forgotten in other quarters.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

Poetry? Breathes there a man so abnormal
That he can't be moved by a low-cut formal?

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

VALLEY OF THE MOON CLEANING PLANT. Hwy 12 at Fetters. All work done on premises. Fast service. Pick-up. WE 8-5830.

WORDS TO LIVE BY

1. Build up, not destroy. Be careful with criticism, liberal with praise. Be true to self, loyal to clients and customers.
2. Resolve doubt against self.
3. Friendship is an end, not a means. Accept service in the spirit given.
4. Merit reputation for quality of service.

5. Accept success and fair remuneration without loss of self-respect.

7. Take an active interest in the civic, commercial, social and business and professions without promise of financial benefits.

6. Encourage efficiency and promote high ethical standards in moral welfare of the community.

8. Aid my fellow men by giving my sympathy to those in distress, my aid to the weak and my substance to the needy.

9. Promote the theory and practice of the principles of good government and good citizenship.

10. Always bear in mind my obligation as a citizen to my community, my state and my nation, and give to them my unswerving loyalty in word, act, deet. Give them freely of my time, labor and means.

11. Create and foster a spirit of generous consideration among the peoples of the world through a study of international relationships.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.
A bridge across Sonoma river, connecting Craig and Thompson.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

2011.1.104